

Fig. 1

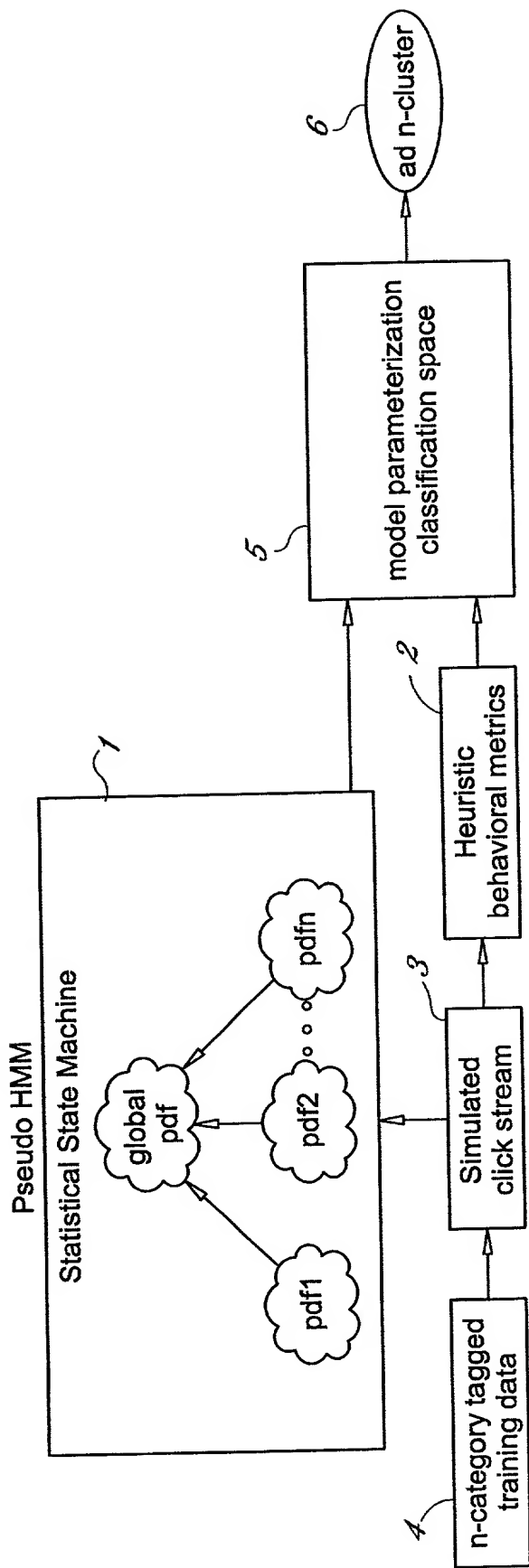


Fig. 2

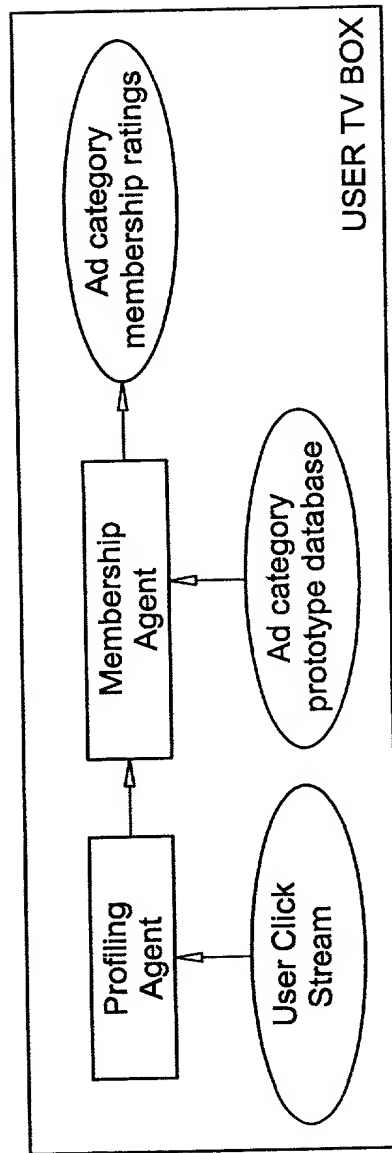


Fig. 8

*Fig. 3*

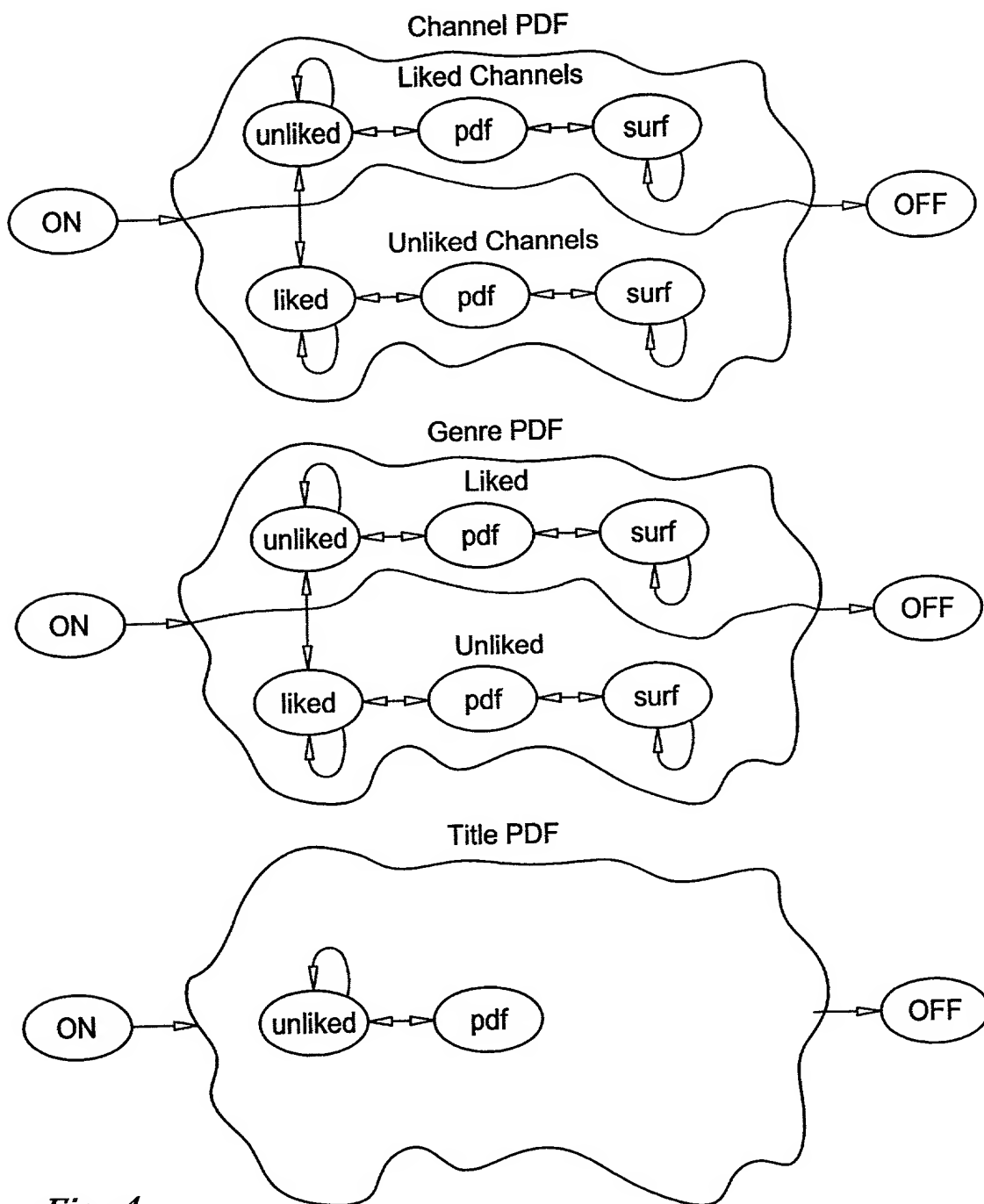


Fig. 4

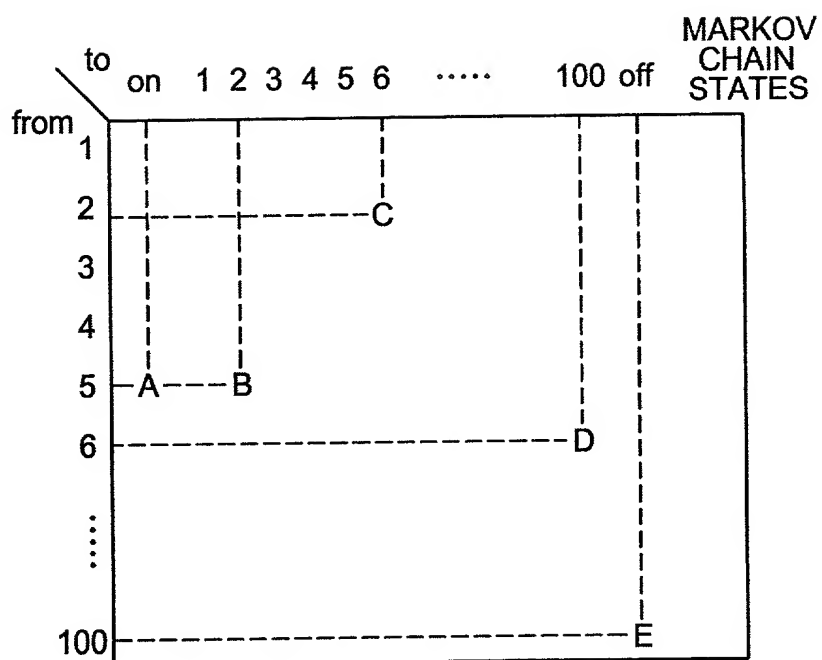


Fig. 5

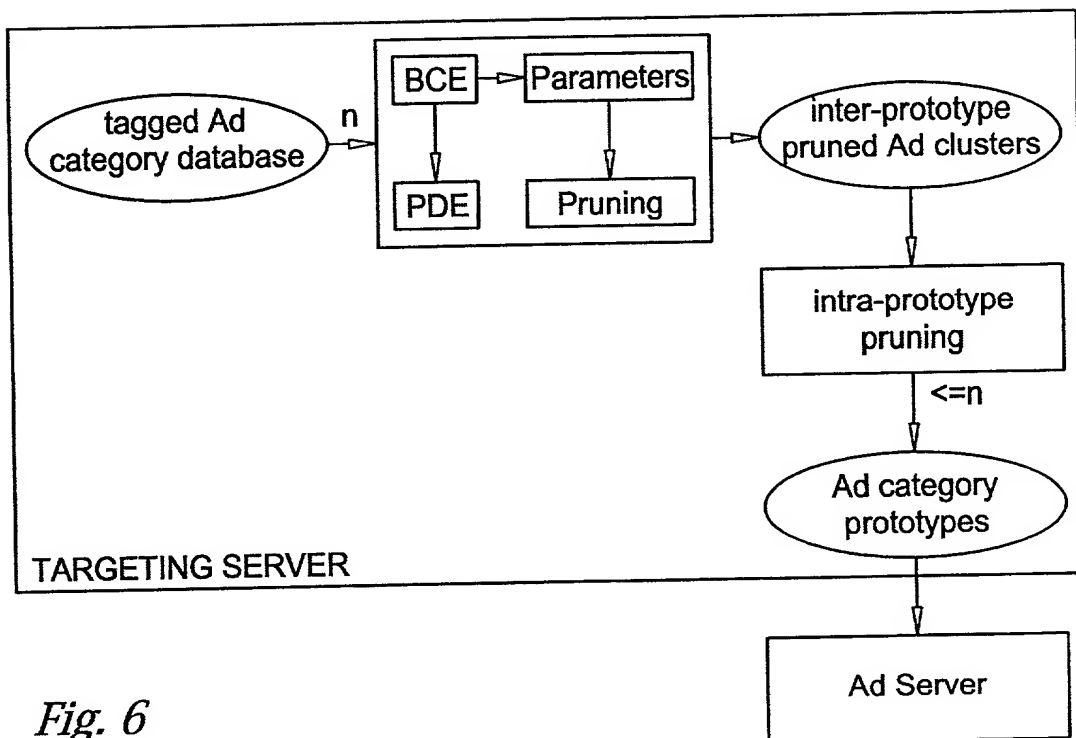


Fig. 6

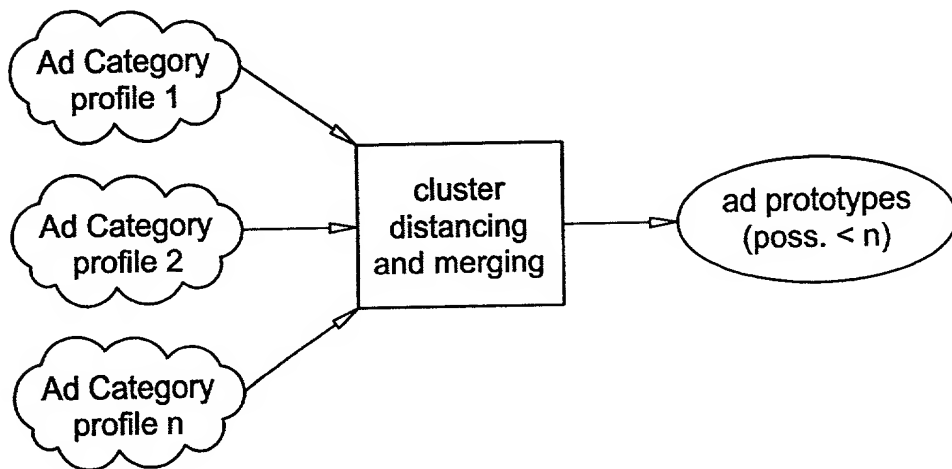


Fig. 7

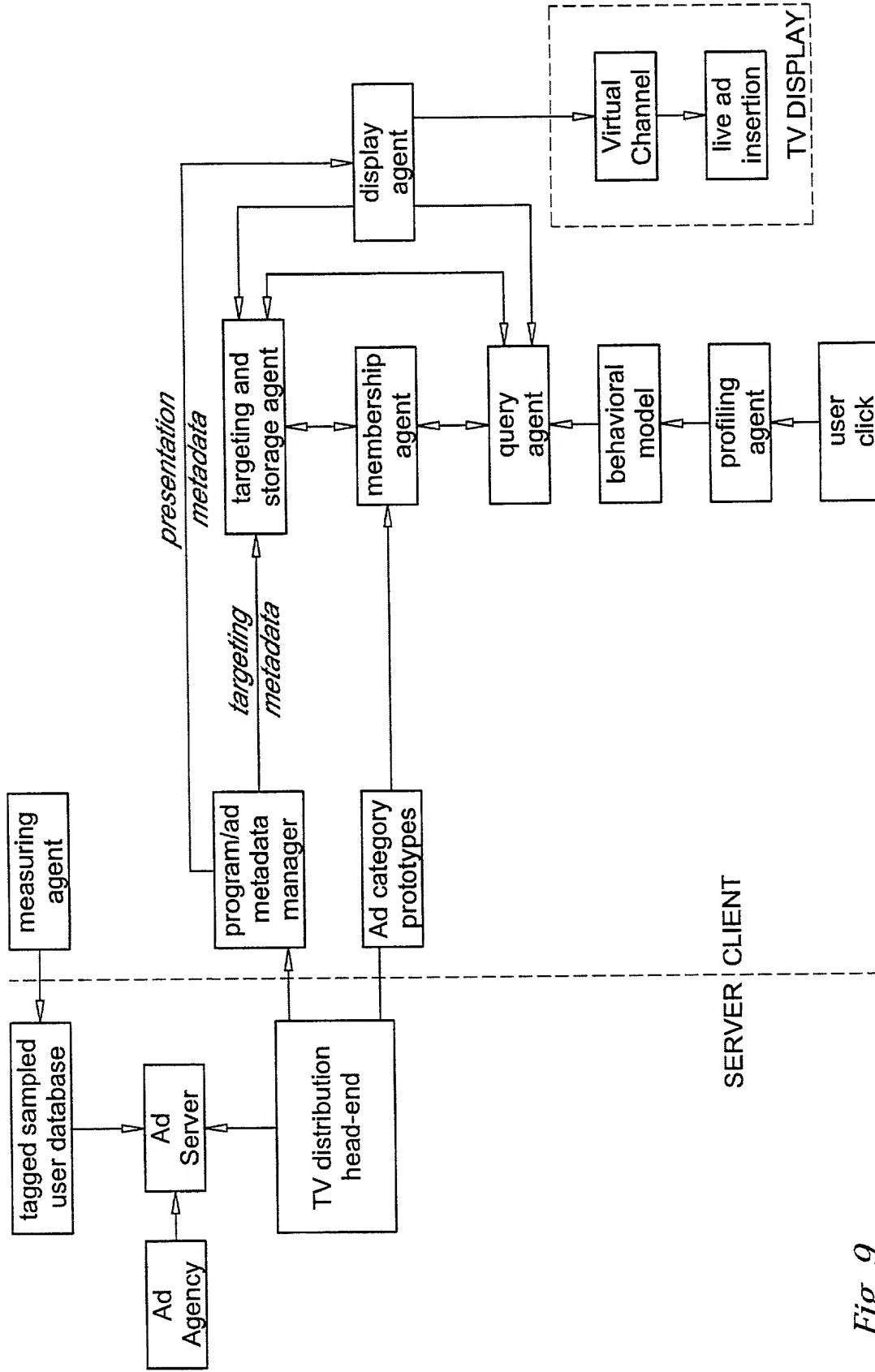


Fig. 9

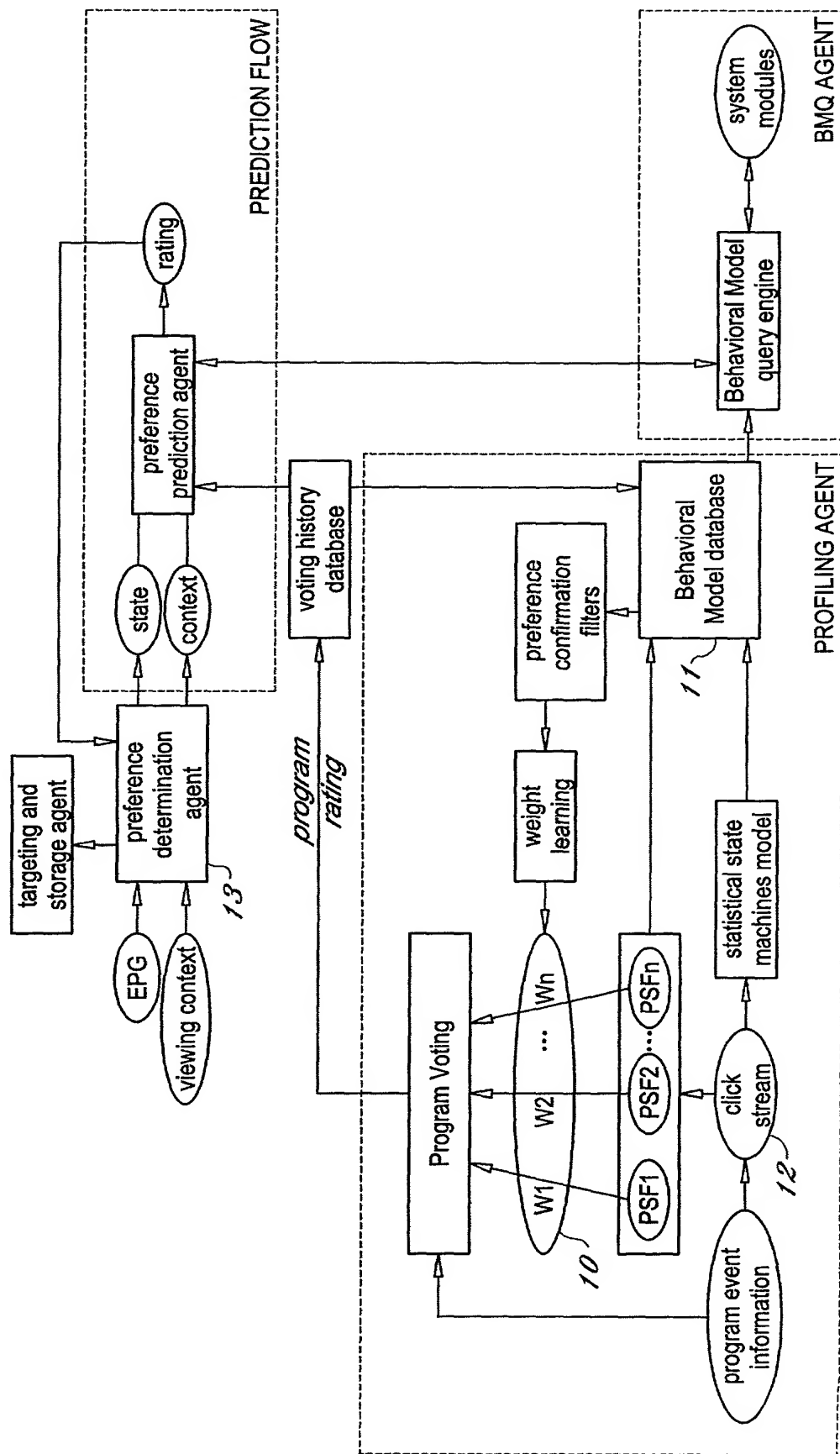


Fig. 10



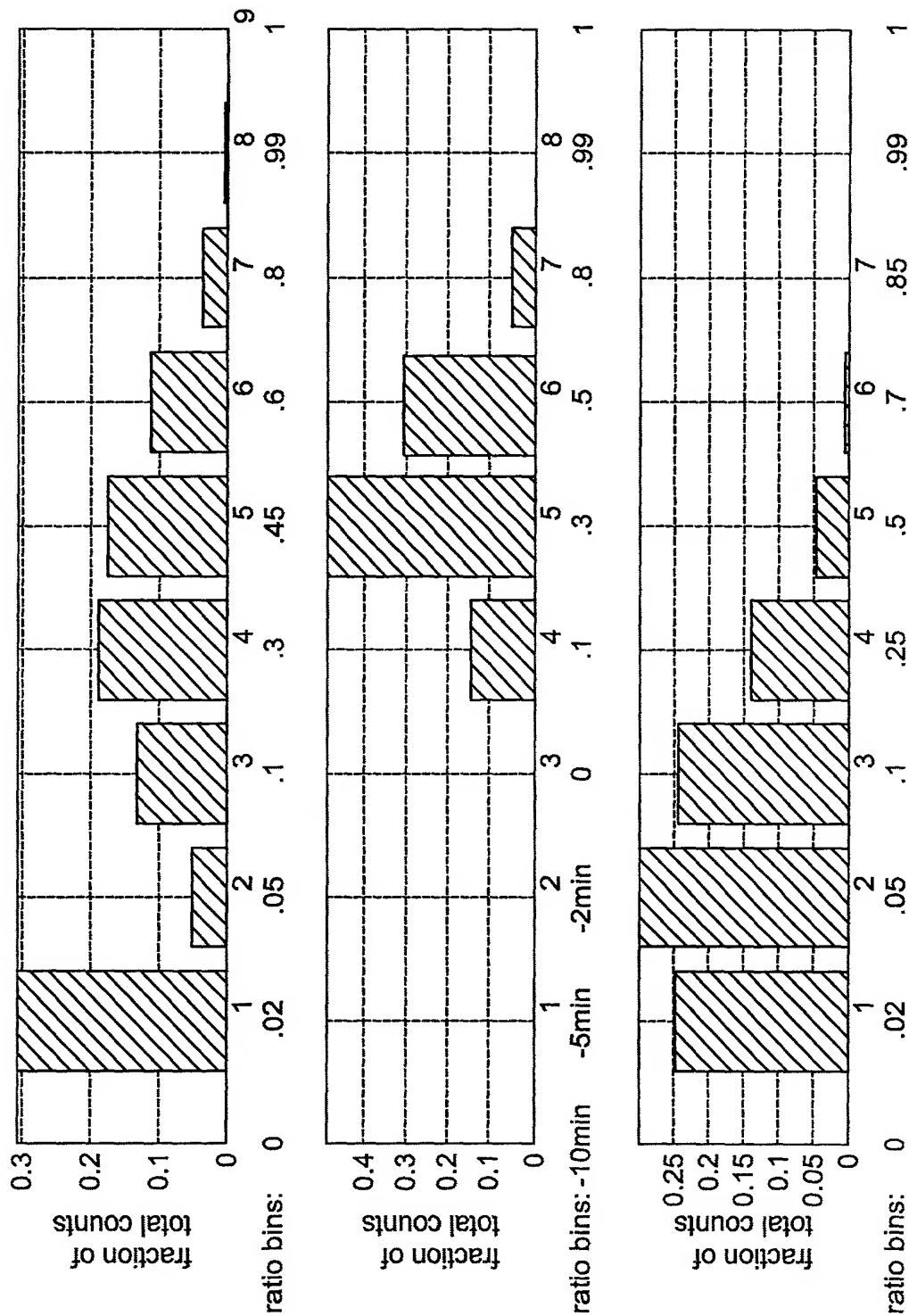


Fig. 11

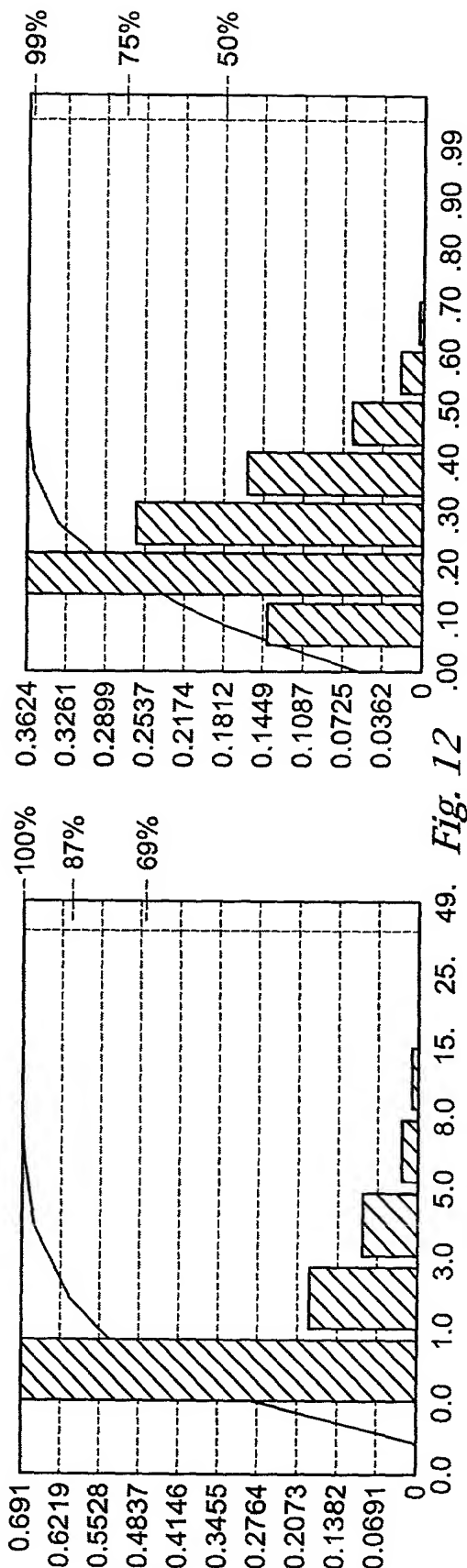
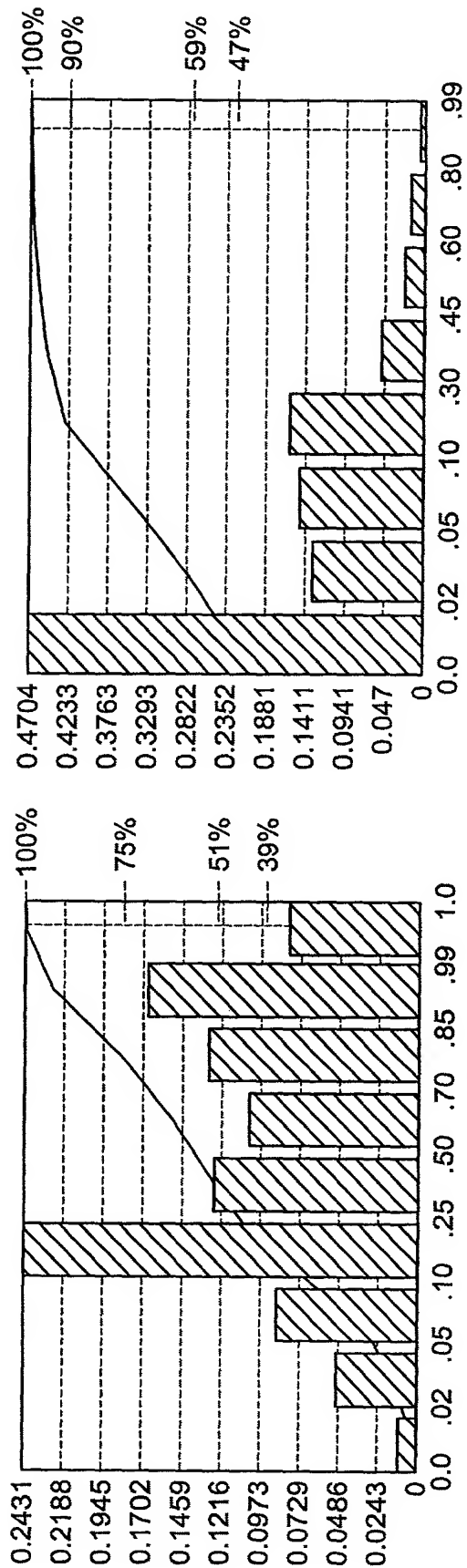
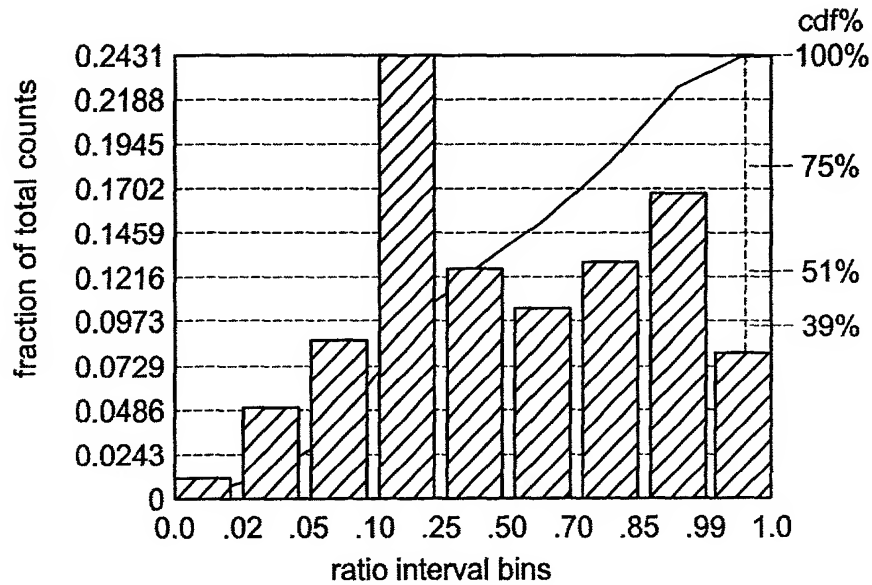


Fig. 12

1657 user, program hopping time-watched/time-available



1657 user, time hopped away before returning to program ratio:HopdT/time-available

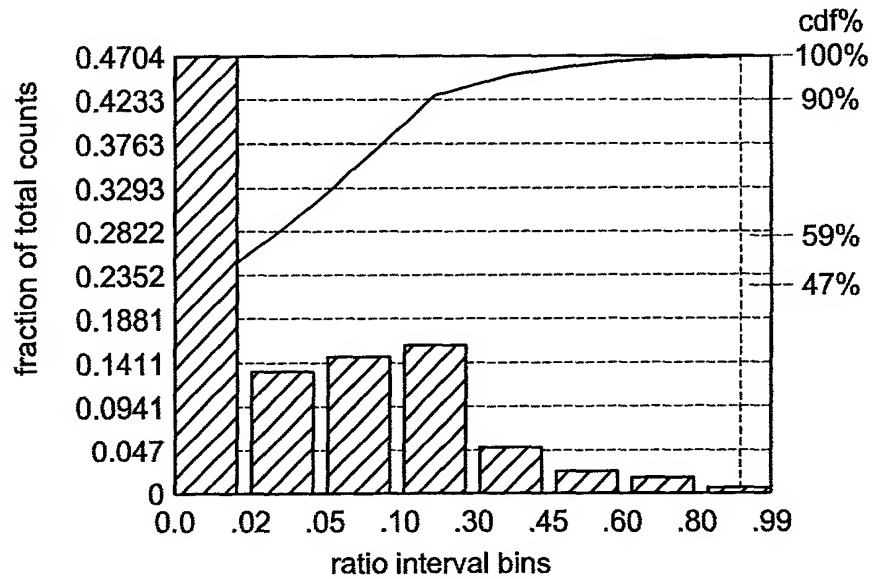
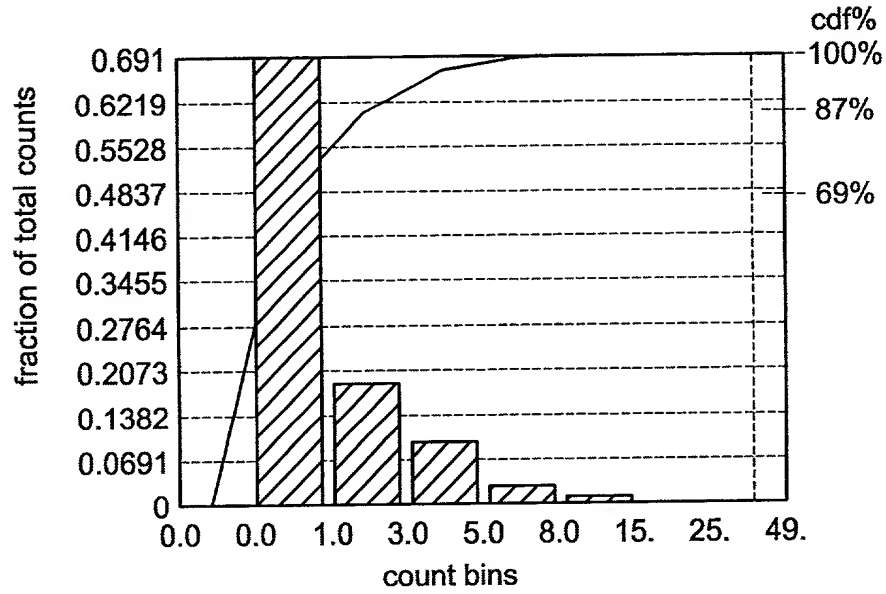


Fig. 12A

1657 user, number of times hopping away during program



multi-viewer household alone/coviewing ratio

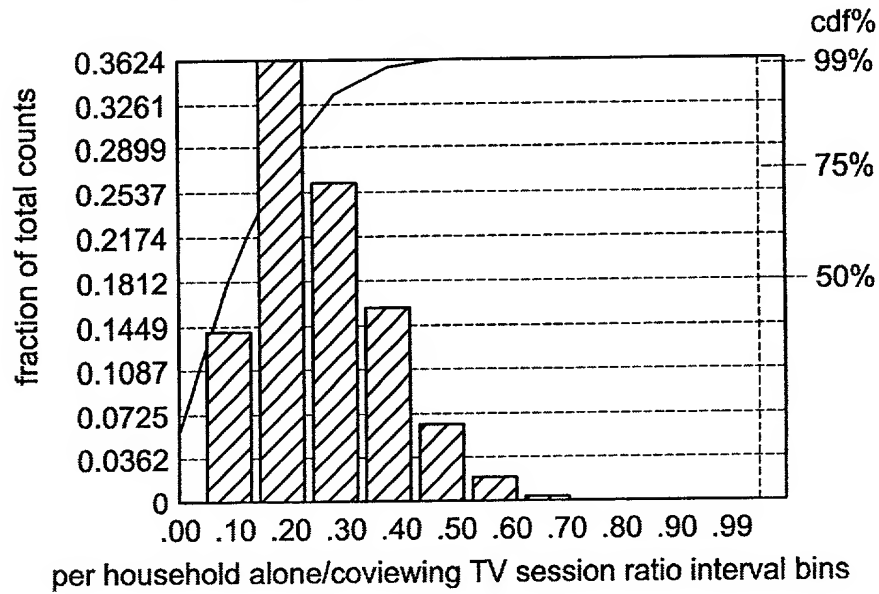


Fig. 12B

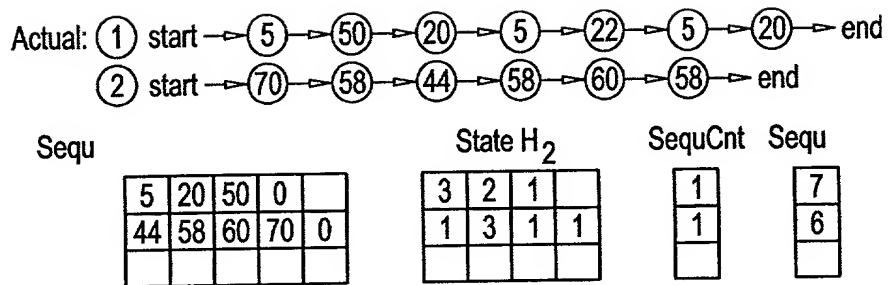


Fig. 13A

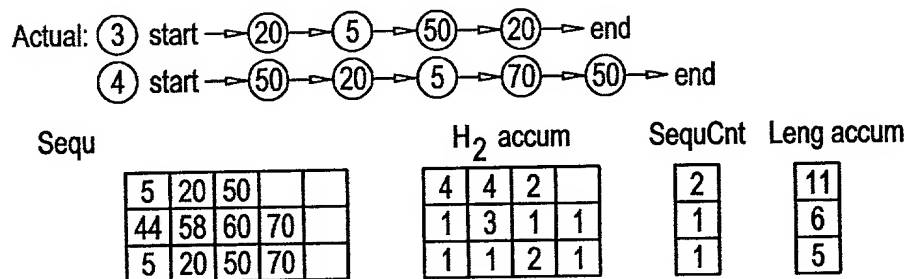


Fig. 13B

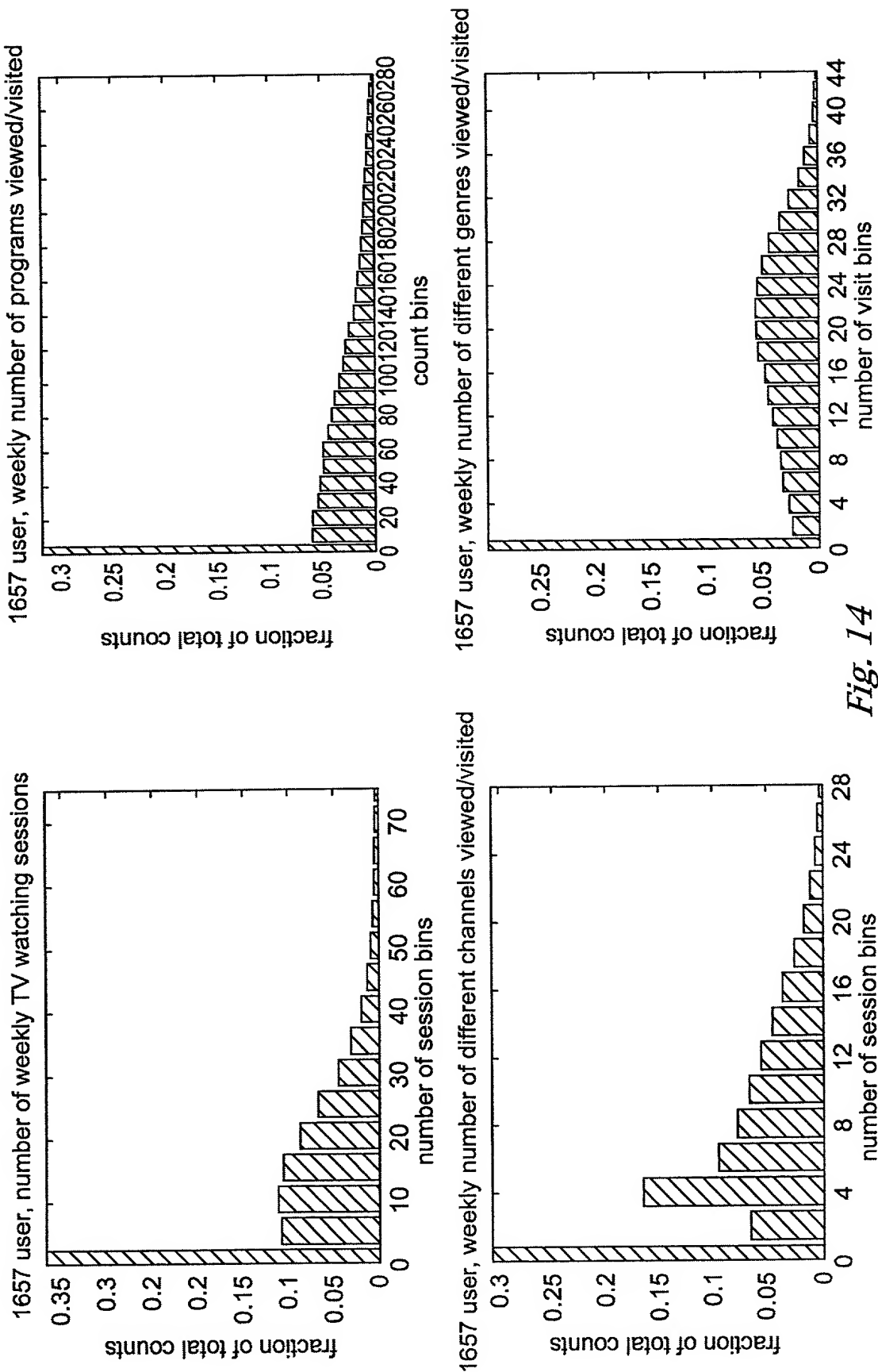


Fig. 14

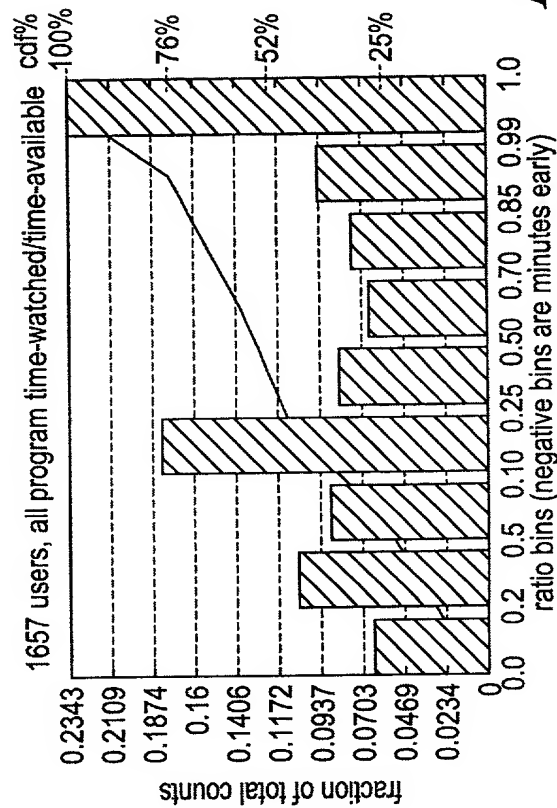
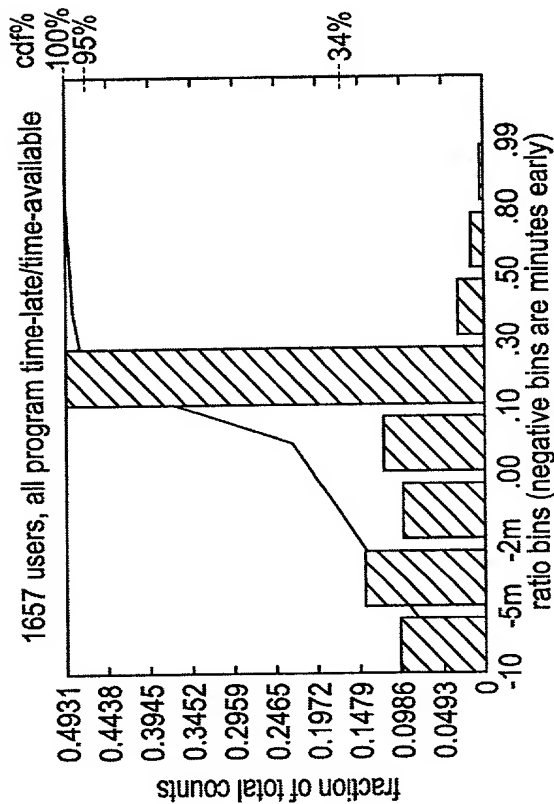
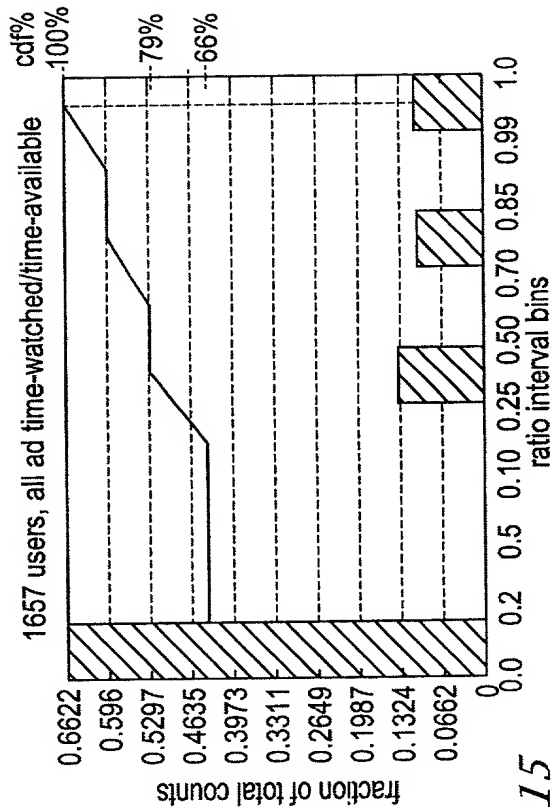
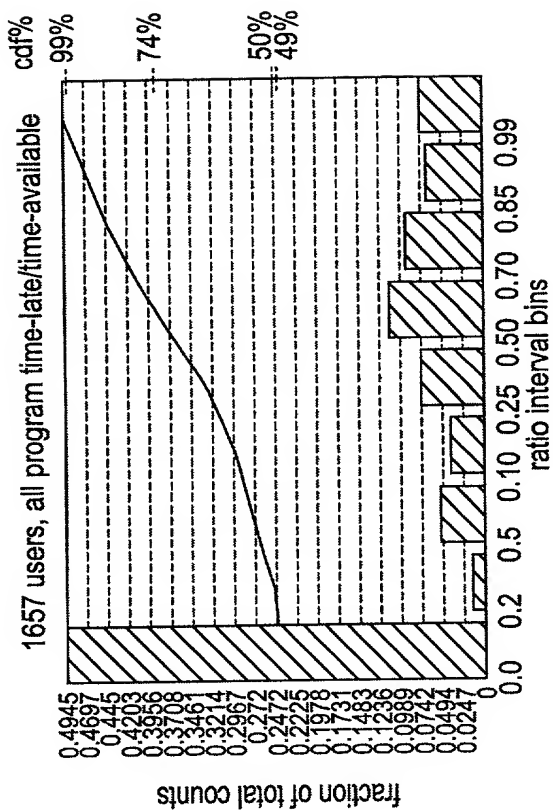


Fig. 15